



North American Communications Environmental Excellence Initiative (CEEI)

The Communications Environmental Excellence Initiative (CEEI) is a voluntary effort by and for the North American telecommunications industry (local telephone service, long distance carriers, and wireless) to conduct a dialogue on environmental management principles and define a path of industry-wide environmental improvement. CEEI is spearheaded by a group of companies that represent a variety of geographic areas, sizes and competitive interests within North America. These companies have agreed to help fund the initial stages of CEEI. They are Ameritech, AT&T, Bell Canada, BellSouth, TELUS, Qwest (formerly US WEST), and Verizon (formerly Bell Atlantic and GTE). However, CEEI is making efforts to ensure active and continual participation not only from industry members, but also from suppliers, environmental groups, and members of academia and government.

Eleven company representatives who sit on the USTA Environmental Subcommittee met in Denver, Colorado in July 1997 to discuss the possibility of developing an industry-wide environmental charter. In late summer 1997, AT&T, Bell Canada, Qwest, and Verizon came together to launch CEEI. The initiative's first activity was to bring the industry together for a dialogue on how to proceed at the "Telecommunications & Cable Industries Environmental Excellence Initiative" working conference held in San Diego in December 1997. In addition to the companies identified above, Sprint, Bellcore, Nortel, Association des Cablodistributeurs du Quebec, BC Tel, Southwestern Bell, GTE, Centro Studi E Laboratori Telecomunicazioni (CSELT - Italy), Pacific Bell, British Telecom, Allestra (Mexico) also attended.

The Center for Resource Management (CRM) is the industry's non-profit partner. Based in Denver, Colorado, CRM serves as the major organizing and administrative coordinator for CEEI.

Major accomplishments to date:

- Development of the "Environmental Charter for the North American Telecommunications Industry"
- A signing ceremony recognizing the companies who have endorsed the Environmental Charter at the United Nations in February 1999
- CEEI representatives travel to Nairobi, Kenya to discuss the efforts of the telecommunications industry with the Governing Board of the United Nations Environment Programme
- An initiative to "green" the supply chain, a study of the environmental benefits of e-commerce, and plans for a millennium conference on information technology and the environment
- Sponsorship of an energy workshop for the telecommunications industry in partnership with the US Environmental Protection Agency

For more information, visit www.ccei.org, or contact a Steering Committee member listed below.

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